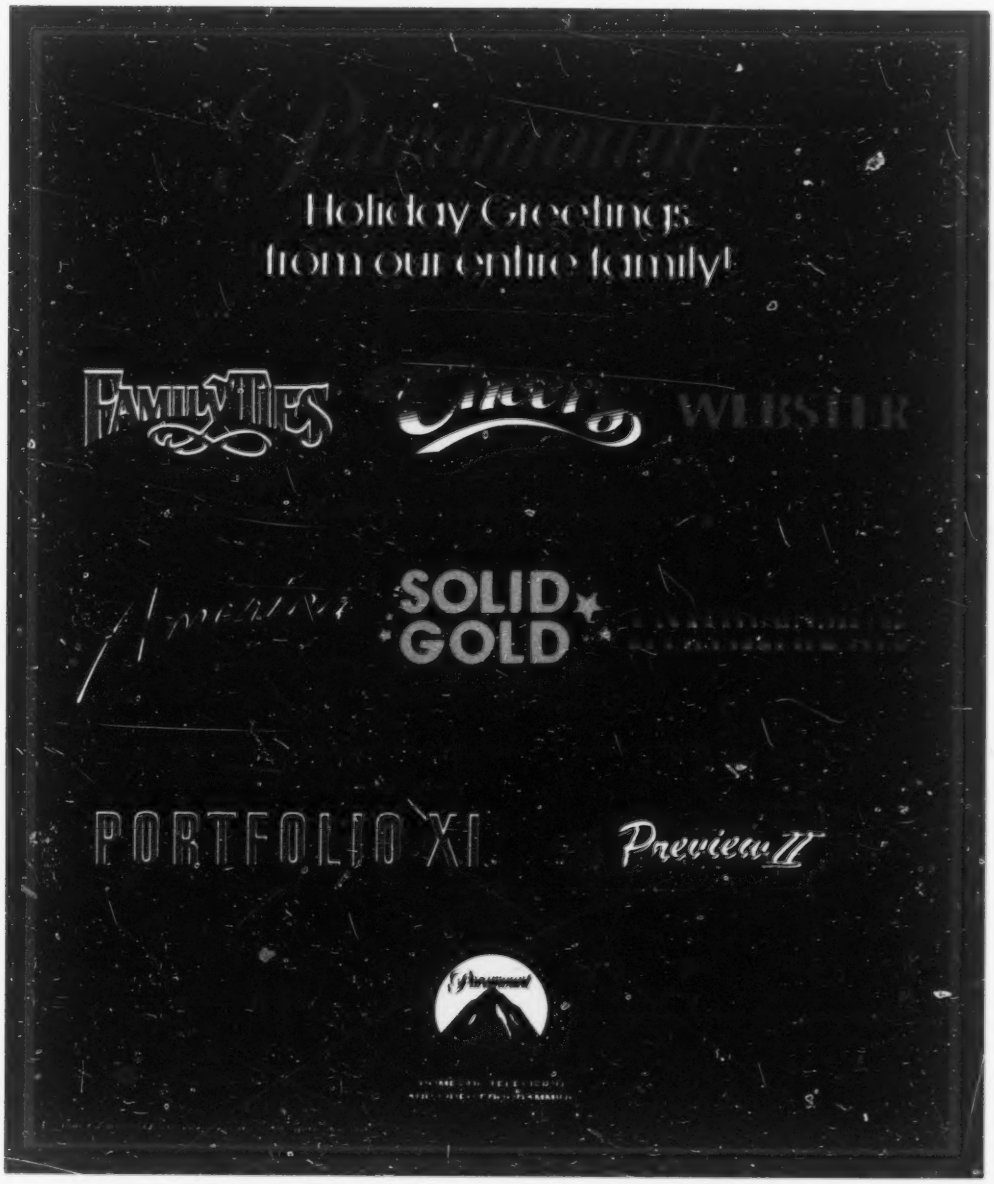
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 23



55th Year 1985

"At Large" with Mark Fowler

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Vol. 109 No. 26

Broadcasting Dec 23

Journalists win exit polling case
At Large with Mark Fowler
Turner-Viacom talks over MGM fall apart

INTERVIEW OK □ Broadcast organizations win exit polling case in Washington state. **PAGE 35.**

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share, a 20% higher rating than last season, when it averaged a 16.4/28. That will make *MNF* the biggest gainer this season of the three network NFL telecasts, although that program's ratings declined more over the previous four seasons (37.3%) than NFL telecasts at CBS or NBC. For the first 14 weeks of National Football Conference play on Sunday on CBS (the latest ratings available at press time), the network averaged a 15.3/35, up 11% from a year ago. For the same period, NBC's Sunday afternoon telecasts of the American Football Conference averaged a 12.6/28, up 7%.

College football's regular season ended two weeks ago and for the first time CBS came out on top, with an average 7.2 rating (up 18% from last season), compared to ABC's 6.9 (off almost 17%). Last season, CBS carried most of its games in the early Saturday afternoon time period (1-4 p.m.), while ABC carried its games in the late-afternoon time period (4-7 p.m.). This season, the networks often carried games head to head in the late afternoon, and both cited that as a primary factor in ABC's ratings decline. That, coupled with a number of unexpected down-to-the-wire games and the resurgence of the Big Ten which is carried by CBS, put that network on top. But Neal Pilson, executive vice president, CBS/Broadcast Group, also noted that the addition of Atlantic Coast Conference games to the CBS schedule substantially improved clearances of the network's college telecasts in the Southern region of the country. Pilson said CBS's college clearances were up to an average 97% this season.

ABC's Donn Bernstein said the network was disappointed with its college schedule's 6.9 finish for the year. "We were expecting a drop," he said, "but we were projecting mid-sevens." He said that CBS was helped by some "incredible Cinderella games." Meanwhile, both ABC and CBS have their college football programing locked up for next season, essentially an encore of the lineups this season. ABC will again televise games of the College Football Association. CBS will televise a package of Big 10-Pacific 10 games, and selected ACC and University of Miami contests and the Army-Navy game.

While the ratings gains are greeted with open arms by the networks, it's a buyers

NBC takes another Wednesday as it posts eighth weekly win

NBC scored another prime time victory in the Nielsen ratings during the week of Dec. 9-15 with an 18.2 average rating and a 28 average share. CBS had a 17.2/27 and ABC a 14.5/22. NBC had seven of the week's top 10 rated programs.

NBC's eighth win in 12 weeks this season was attributable to regular series performances on two nights—Thursday and Saturday—plus a Wednesday-night win. The Thursday and Saturday schedules accounted for four of the week's top 10 shows, including the second record-breaking performance by ***Family Ties*** this season (32.6/48).

The arrival of ***Mary***, marking Mary Tyler Moore's return to prime time, produced better ratings than CBS had been getting with ***Stir Crazy*** on Wednesday night, but the show ranked 31st for the week, losing to the first half hour of NBC's ***Highway to Heaven*** (23.1/35). ***Foley Square***, which followed ***Mary*** at 8:30, ranked 49th, with a 14.9/22. NBC took Wednesday on the strength of ***Heaven***, which ranked eighth.

ABC's third-place finish during the week came despite strong performances on Monday and Tuesday, when its regular schedules overcame two-and-a-half hours of CBS's two-part, four-hour ***Special Movie Presentation*** "Alice in Wonderland," which averaged a 19/28. ABC's Monday win came on the strength of the 11th-ranked ***NFL Monday Night Football***.

HUT levels for the week were up 2%, from a 63 last year to 64.5; combined network ratings were up 3%, from last year's 48.3 at 49.9, and combined network shares were up 1%, from 76.8 to 77.3.

■ On Monday, CBS's "Alice in Wonderland" won easily from 8 to 9 opposite ***Hardcastle and McCormick*** on ABC, and ***TV's Bloopers and Practical Jokes*** on NBC. From 9 to 9:30, "Alice" was 0.6 rating points ahead of 11th-ranked ***NFL Monday Night Football*** (21.7/34). The football game won the rest of the night.

■ ABC took all of Tuesday night with the exception of 8:30 to 9, when ***Growing Pains*** lost to the second half of ***The A Team***. ***Who's the Boss***, at 8, ranked 19th, and ***Moonlighting*** (19.1/28), at 9, ranked 17th. From 8 to 9, the second part of "Alice" ranked third; from 9-10, it ranked second, placing it ahead of ***Riptide*** on NBC.

■ ***Mary*** and ***Foley Square*** could not pull CBS out of third place on Wednesday, and with ***Dynasty's*** fall to 12th place, ABC did not attain its usual Wednesday win. NBC has now won Wednesday for two consecutive weeks of regularly-scheduled network programs.

■ NBC won Thursday on the strength of its 8 to 10 comedy block. ***Hill Street Blues*** (17.6/28) ran second in its time period behind CBS's 15th-ranked ***Knots Landing*** (20.4/33) at 10. From 9 to 10 on ABC, ***Dynasty II: The Colbys*** scored a 15/23, a slight increase from its 13/22 premiere (Nov. 29), and the 14.8/22 in its second outing.

■ NBC walked away with the ratings from 10 to 11 on Friday with the seventh-ranked ***Miami Vice*** (23.9/39), opposite CBS's 16th-ranked ***Falcon Crest*** (19.7/32). From 9 to 10, CBS won easily with the ninth-ranked ***Dallas*** (22.6/35); ***Misfits of Science*** (13.1/20) finished second in the time period. ***Webster*** clinched 8-8:30 with a 16.7/27, and the second half of ***Twilight Zone*** (14.9/24) won from 8:30 to 9.

■ NBC won every time period on Saturday with its 8 to 10 comedy block, plus ***Hunter*** (15.7/27). Anchoring the schedule was the 10th-ranked ***Golden Girls*** (21.9/36), from 9 to 9:30. The ***CBS Saturday Night Movie***, "Stroker Ace," from 9 to 11, scored a 11.9/20.

■ CBS won Sunday with the fifth-ranked ***60 Minutes*** (24.6/38) and the third-ranked ***Murder, She Wrote*** (26.5/38). From 8 to 8:30, Steven Spielberg's ***Amazing Stories*** (18.3/27) on NBC had its best regularly-scheduled performance since Oct. 6. From 9 to 10, NBC won with a ***Bob Hope Christmas Special*** (24.8/36), and the momentum carried over to the first half hour of ***Christmas in Washington*** (16.7/27). CBS won from 10:30 to 11 with ***Trapper John, M.D.*** (17.4/28).

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.4/52
2.	Family Ties	NBC	32.6/48
3.	Murder, She Wrote	CBS	26.5/38
4.	Bob Hope Specia'	NBC	24.8/36
5.	60 Minutes	CBS	24.6/38
6.	Cheers	NBC	24.0/36
7.	Miami Vice	NBC	23.9/39
8.	Highway to Heaven	NBC	23.1/35
9.	Dallas	CBS	22.6/35
10.	Golden Girls	NBC	21.9/36
11.	Football, L.A. Rams-S.F.	ABC	21.7/34
12.	Dynasty	ABC	21.4/33
13.	Alice in Wonderland, pt. 1	CBS	21.2/31
14.	Night Court	NBC	20.9/32
15.	Knots Landing	CBS	20.4/33
16.	Falcon Crest	CBS	19.7/32
17.	Moonlighting	ABC	19.1/28
18.	Hotel	ABC	18.9/32
19.	Who's the Boss	ABC	18.7/29
20.	Facts of Life	NBC	18.6/31
21.	227	NBC	18.5/31
22.	Amazing Stories	NBC	18.3/27
23.	Barbara Walters Special	ABC	18.1/29
24.	Crazy Like a Fox	CBS	17.9/28
25.	Hill Street Blues	NBC	17.6/28
26.	Simon & Simon	CBS	17.5/28
27.	Trapper John, M.D.	CBS	17.4/28
28.	A Team	NBC	17.4/28
29.	Gimme a Break	NBC	17.3/30
30.	Love is Never Silent	NBC	17.3/28
31.	*Mary	CBS	17.1/28
32.	Growing Pains	ABC	17.0/26
33.	Christmas in Washington	NBC	16.9/27
34.	Alfred Hitchcock Presents	NBC	16.9/24
35.	Alice in Wonderland, pt. 2	CBS	16.8/26
36.	Webster	ABC	16.7/27
37.	Cagney & Lacey	CBS	16.3/26
38.	Magnum P.I.	CBS	16.2/24
39.	Hell Town	NBC	16.1/25
40.	Remington Steele	NBC	16.0/26
41.	Hunter	NBC	15.7/27
42.	20/20	ABC	15.4/25
43.	St. Elsewhere	NBC	15.3/26
44.	Perry Como Special	ABC	15.3/26
45.	Riptide	NBC	15.2/22
46.	The Gauntlet	ABC	15.0/23
47.	Dynasty II: The Colbys	ABC	15.0/23
48.	Twilight Zone	CBS	14.9/24
49.	*Foley Square	CBS	14.9/22
50.	Hardcastle & McCormick	ABC	14.9/22
51.	Cabbage Patch Special	ABC	14.3/23
52.	Knight Rider	NBC	14.1/22
53.	Johnny Cash Special	CBS	13.4/22
54.	Equalizer	CBS	13.2/22
55.	Misfits of Science	NBC	13.1/20
56.	TV Bloopers & Prac. Jokes	NBC	12.5/18
57.	Stroker Ace	CBS	11.9/20
58.	Charlie & Company	CBS	11.8/18
59.	Silver Spoons	NBC	11.6/18
60.	The Insiders	ABC	11.4/17
61.	Diff'rent Strokes	ABC	11.3/18
62.	Airwolf	CBS	10.7/18
63.	MacGyver	ABC	10.6/16
64.	Lady Blue	ABC	10.5/17
65.	Benson	ABC	10.5/16
66.	George Burns Comedy	CBS	10.3/16
67.	Punky Brewster	NBC	10.3/16
68.	Fall Guy	ABC	9.6/16
69.	Ripley's Believe It Or Not	ABC	8.3/13
70.	Our Family Honor	ABC	6.5/9
71.	Shadow Chasers	ABC	6.5/8

*indicates premiere episode

ment daytime and nighttime radiation patterns. Action Dec. 9.

■ KJUS (95.3 mhz) Lincoln, Neb.—Granted app. to change HAAT to 90 ft. and change TL. Action Dec. 6.

■ WNBR (100.7 mhz) Wildwood, N.J.—Dismissed app. to change ERP to 25 kw. Action Dec. 4.

■ KDDR-FM (92.3 mhz) Oakes, N.D.—Granted app. to change ERP to 4 kw and change HAAT to 150.88 ft. Action Dec. 10.

■ KTIL-FM (104.1 mhz) Tillamook, Ore.—Granted app. to change TL; change ERP to 6.5 kw; change HAAT to minus 196 ft., and make changes in ant. sys. Action Dec. 10.

■ WFID (95.7 mhz) Rio Piedras, P.R.—Granted app. to change HAAT to 940 ft. Action Dec. 10.

■ WNMB (105.5 mhz) North Myrtle Beach, S.C.—Granted app. to change HAAT to 328 ft. Action Dec. 11.

■ KORA-FM (98.3 mhz) Bryan, Tex.—Granted app. to change ERP to .9 kw and change HAAT to 528.08 ft. Action Dec. 4.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. Action Dec. 10.

■ KLLL-FM (96.3 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 817.05 ft., and make changes in ant. sys. Action Dec. 6.

■ WBDY-FM (106.3 mhz) Bluefield, Va.—Granted app. to increase height of ant. supporting structure by 28 ft. Action Dec. 10.

■ WAPL-FM (105.7 mhz) Appleton, Wis.—Dismissed app. to change TL. Action Dec. 4.

■ WVCX (98.9 mhz) Tomah, Wis.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,193 ft., and make changes in ant. sys. Action Dec. 4.

In Contest

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Doris S.M. Yee and dismissed her app. with prejudice; granted motion filed by Tri-Com Productions Inc. and dismissed its app. with prejudice. By orders, Dec. 3 and Dec. 6, respectively.

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted motion filed by Reno Telecommunications Co. and dismissed its app. with prejudice. By order, Dec. 3.

■ Burlington, N.J. (Signal Ministries Inc., et al) TV proceeding. Granted joint petition for settlement agreement filed by Burlington TV Inc. and Adlephi Broadcasting Corp. and dismissed app. of Burlington TV with prejudice. By MO&O, Dec. 3.

ALJ John M. Frysiak made following decisions:

■ Washington (Private Networks Inc., et al) MDS proceeding. Granted joint petition for settlement agreements and dismissed as individual applicants Private Networks, Digital Pagings Systems, KC Corp., Greater Media Inc., Vidicom Inc. and Multipoint Information Systems Inc.; granted combined aforementioned apps. to form joint venture known as Washington MDS Co. for new MDS service at Washington, and terminated proceeding. By MO&O, Dec. 6.

■ Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted petition filed by Moore Broadcast Industries Inc. against Susan S. Mulkey to determine whether transmitter site proposed by Mulkey is available to her. By MO&O, Dec. 4.

ALJ Joseph P. Gonzalez made following decision:

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision filed by Sammy A. Thornton and resolved air hazard issue in his favor. By MO&O, Dec. 4.

ALJ Byron E. Harrison made following decisions:

■ Charleston, S.C. (First Equimedia, et al) TV proceeding. Granted motion for summary decision filed by Caro Broadcasting Ltd. and resolved air hazard issue in its favor. By order, Dec. 3.

■ Hendersonville, Tenn. (Nelson Media Inc., et al) TV proceeding. By separate orders: granted motion for summary decision filed by Caro Broadcasting Ltd. and resolved air hazard issue in its favor; granted motion for summary decision filed by Channel 50 Tennessee Broadcasting and resolved air hazard issue in its favor; granted motion by Nelson Media for summary decision and resolved air cross-interest policy issue in its favor. By orders, Dec. 3 and Dec. 5.

ALJ Edward Luton made following decision:

■ Roanoke, Va. (Roanoke TV 60 Broadcasting and Southwest Virginia Television) TV proceeding. Granted joint petition for settlement agreement and dismissed app. of Roanoke TV 60 with prejudice; granted app. of Southwest Virginia for new TV station at Roanoke, and terminated proceeding. By MO&O, Dec. 3.

ALJ Joseph Stirmer made following decision:

■ Memphis (Burwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted motion for limited summary decision filed by EAM Broadcasting Co. of Memphis and resolved air hazard issue in its favor. By MO&O, Dec. 3.

ALJ James F. Tierney made following decisions:

■ Omaha (Omaha Channel 54 Broadcasting Group, et al) TV proceeding. Granted, in part, petition filed by Omaha Telecasters Inc. to enlarge issues against Maryland Williams to determine whether Williams violated Rule 1.65 by failing to timely advise FCC of FAA's notification that further study would be required to determine whether Williams' proposed facility would be hazard to air navigation, and, if so, effect of that failure on comparative qualifications. By MO&O, Dec. 4.

■ Corpus Christi, Tex. (Christian Childrens Network Inc.) TV proceeding. Granted Mass Media Bureau's recommendation and added issue against Christian to determine whether it is financially qualified to construct and operate its proposed station, and, if not, whether Christian is qualified to be commission licensee. By MO&O, Dec. 9.

Call Letters

Applications

Call	Sought by
	New FM
WVGN	Virgin Islands Wireless Co., Charlotte Amalie, VI
	Existing AM's
WEKS	WJYA Trans World Broadcasting Corp., Marietta, Ga.
WLSC	WVSL Loris Broadcasting Inc., Loris, S.C.
	Existing FM's
WEKS-FM	WJYA-FM Transworld Broadcasting Corp., La Grange, Ga.
KLTO	KCMA Pathfinder Communications Corp., Owasso, Okla.
	Existing TV's
WGBO-TV	WFBN Grant Broadcasting of Chicago, Joliet, Ill.
KDAF	KRLD-TV News America Television Inc., Dallas

Grants

Call	Assigned to
	New AM's
WPMA	GDR Inc., Wildwood, Fla.
KOFK	Fred E. Rodarte, Danny A. Almanza, Milan, N.M.
	New FM's
WRQT	Andrew L. Banas, Bear Lake, Mich.
*KPPR	Prairie Public Broadcasting Inc., Williston, N.D.
KFXI	Sherry Lynn Austin, Marlow, Okla.
KOMB	Walter P. Faber Jr., Midvale, Utah
	New TV's
KOCR	Metro Program Network Inc., Cedar Rapids, Iowa
WLXV	Gary D. Terrell, Cumberland, Md.
*WUCX-TV	Delta College, Bad Axe, Mich.
	Existing AM's
KASH	KTNX Community Anchorage Broadcasting Corp., Anchorage
KNNN	KFRM Compass Communications, Salina, Kan.
WQFX	WAIZ Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
	Existing FM's
KASH-FM	KASH Community Anchorage Corp., Anchorage
KEZL	KEZL-FM Par Broadcasting Co., Oceanside, Calif.
KRAK-FM	KSKK Affiliated Broadcasting Inc., Sacramento, Calif.
WJTW	WAJP New Horizons Communications Inc., Joliet, Ill.
KJJG	KRGS Garamella Broadcasting Co., Spencer, Iowa
WQFX-FM	WQFX Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
WTMX	WIMJ Ebony Broadcasting, New Albany, Miss.
KLGT	KHAT J-P Enterprises Inc., Lincoln, Neb.
KKLZ	KITT Southern Nevada Radio Inc., Las Vegas
WRJX	WJHR WJHR Inc., Jackson, Tenn.
KEYG-FM	KEYF Wheeler Broadcasting Inc., Grand Coulee, Wash.
	Existing TV's
KDSM-TV	KCBR KCBR-TV Inc., Des Moines, Iowa
WLII	WKBM-TV American Colonial Broadcasting Corp., Caguas, P.R.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.